

Are your students using



Financial Aid Administrators among schools with the highest FAFSA on the Web filing rates share their ideas and suggestions for increasing online filings!

Why Should You Encourage Applicants to Use FAFSA on the Web?

- Easier to use
- Proven to decrease errors and rejects
- Processing results received sooner
- Schools can package aid earlier

What are Your Colleagues Doing to Promote FAFSA on the Web?

DeVry Institute, Decatur, GA

Robin Winston, Assistant Director of Financial Aid

Program: "Focused Attack"

Ms. Winston and her staff took a personal interest in informing students about the advantages of online filing. Staff created detailed reminder sheets for students that provide helpful application filing tips and important school-specific information. To promote online filing as broadly as possible, reminder sheets were sent to students' homes and e-mail addresses, and were posted all around campus.

One in five students attended general sessions where staff demonstrated how to use FAFSA on the Web. In addition, to get the entire campus involved in the campaign, faculty were encouraged to remind students to read their e-mails for information about applying for financial aid using FAFSA on the Web. Renewal applicants with PINs were encouraged to reapply for aid using Renewal FAFSA on the Web.

College of Staten Island, NY

Sherman Whipkey, Director of Financial Aid

Program: "Going Fishing"

Fishermen use different hooks to catch fish, and Mr. Whipkey and his staff have used an assortment of "hooks" to broadcast the message that online filing benefits students. FAFSA on the Web posters are displayed all around the campus and staff work diligently to ensure that brochures get into the hands of every student. Eye-catching signs are posted at all campus entrances and on the doors of prominent campus buildings. The bookstore hands out FAFSA on the Web bookmarks and "table tents" are placed on cafeteria tables for students to see. At every twist and turn, students hear the same message over and over: **FAFSA on the Web is fast, accurate and easy, so apply today.** All promotional materials are designed to look professional. According to Mr. Whipkey, "Professional looking things get a different reaction. It makes a difference."

New York University, NY

Lynn Higinbotham, Assistant Director of Financial aid

Program: "Paperless Office"

Ms. Higinbotham and her staff have made a concerted effort to promote and encourage a paperless financial aid application process at NYU -- both internally *and* to their students. FAFSA on the Web fits perfectly with this effort. When students request a paper FAFSA, the office's customer service representative asks if they are hesitant to use FAFSA on the Web. If so, the representative takes the time to show students the benefits and ease of online filing. To further encourage the paperless process, financial aid reminder notices are sent electronically to students' e-mail accounts. In addition, the NYU financial aid web site recommends using FAFSA on the Web and contains a link to www.fafsa.ed.gov. Ms. Higinbotham attributes NYU's impressive online filing statistics to the emphasis her staff places on electronic applications.